## WTKR-TV 720 Boush Street Norfolk, VA 23510-1583 (757)446-1000

www.wtkr.com

And:

Great American Media Attention: Diane Bluhm 1010 Wisconsin Ave NW Suite 800 Washington, DC 20007

	Contract / Revision		Alt Order #			
	544281	1		07872054		
Product						
DSCC						
Contract Dates	Estimate #					
10/16/12 - 10/22/12	//1139					
<u>Advertiser</u>			Or	ginal Date	/ Revision	
Democratic Senatorial Ca	mpaign Com	mittee	C	8/08/12	/ 08/08/12	
	Billing Cycle	Billing	Billing Calendar		Cash/Trade	
	EOM/EOC	Broadcast  Account Executive  Jamie Andrus			Cash	
	Station			xecutive	Sales Office	
	WTKR			Irus	Washington, D.	
	Special Hand	ling				
	Do Not Mail					
	Demographic					
	Adults 35+					
	IDB#	Adverti	ser	Code	Product Code	
	8217	e e				
	Agency Ref			Advertiser	Ref	
1				5		

10101128			780 B000 10 100 100 100 100 100 100 100 10				Spots/		7.5	To	als
*Line			ate Descriptio	-	Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
1 3			12 NewsChan		5-6am		:30		NM	3	\$300.00
Monk	Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF	Spots/Week	Rate					3000	,
				3	\$100.00			-			
2 3	1 1 1 1 1 1 1 1 1				6-7am		:30		NM	5	\$875.00
Week	Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF	Spots/Week 5	<u>Rate</u> \$175.00						
3 3											
3 3		End Date	2 CBS This N Weekdays	orning Spots/Week	7-9a		:30		NM	8	\$1,040.00
Week:	: 10/15/12	10/21/12	-TWTF	8	<u>Rate</u> \$130.00						
4 3			2 CBS This M		7-9a						
4 .	Start Date	End Date	Weekdays	Spots/Week	7-9a Rate		:30		NM	2	\$260.00
Week:	10/22/12	10/28/12	M	2	\$130.00				- 1		
5 3	3 10/20/	12 10/20/1	2 Early Show	Saturday	9-11am		:30		NM		****
	Start Date	End Date		Spots/Week	Rate		.50		ININ	1	\$55.00
Week:	10/15/12	10/21/12	S-	1	\$55.00						
6 3	10/21/	12 10/21/1	2 CBS Sunda	y Morning	9-1030am		:30		NM	1	\$395.00
	Start Date	End Date	Weekdays	Spots/Week	Rate		\$15.75°				φ393.00
Week:	10/15/12	10/21/12	S	1	\$395.00				1		
7 3				A TAILED AND THE CONTRACT OF T	1030-11am		:30		NM	1	\$445.00
10/	Start Date	End Date	Weekdays	Spots/Week	Rate						7.10.00
-	10/15/12	10/21/12	S	1	\$445.00						
8 3			2 Price Is Rig		11am-12n		:30		NM	5	\$1,975.00
Week.	Start Date 10/15/12	End Date 10/21/12	Weekdays -TwTF	Spots/Week 5	<u>Rate</u> \$395.00						
9 3											
9 3	Start Date	End Date	2 Newschann Weekdays	el 3 News Spots/Week	12n-1230pm Rate		:30		NM	4	\$1,100.00
Week:	10/15/12	10/21/12	-TWTF	4	\$275.00						
10 3	10/22/	12 10/22/1	2 Newschann	el 3 News	12n-1230pm		:30				
	Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	1	\$275.00
Week:	10/22/12	10/28/12	M	1	\$275.00						
11 3	10/16/	12 10/19/1	2 CBS Daytim	ie .	1228-3pm		:30		NM	5	\$1,650.00
	Start Date	End Date	Weekdays	Spots/Week	Rate		(0.5.5.)			J	Ψ1,030.00
Week:	10/15/12	10/21/12	-TWTF	5	\$330.00						

CONTRACT

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



	Contract / Revision 544281 /	Alt Order # 07872054		
<u>Contract Dates</u> 10/16/12 - 10/22/12	Product DSCC	Estimate # //1139		
Advertiser Democratic Senatoria	and the second s	Original Date / Revision 08/08/12 / 08/08/12		

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeS	-	tals Amount
Start Date End Date Weekdays Spots/Week	Rate				
12 3 10/16/12 10/19/12 Ellen Degeneres 3pm	3-4pm	:30	NM	5	\$1,000.00
Week: 10/15/12 End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 -TwTF 5					
		Water Committee			
13 3 10/16/12 10/19/12 NewsCha 3 News First @ Start Date End Date Weekdays Spots/Week		:30	NM	5	\$825.00
Week: 10/15/12 10/21/12 -TwTF 5	\$165.00				
14 3 10/16/12 10/19/12 Newschannel 3 News	5-530pm	:30	NM	4	\$1,180.00
Start DateEnd DateWeekdaysSpots/WeekWeek:10/15/1210/21/12-TwTF4	Rate	.00	14141	~	\$1,160.00
	\$295.00				
15 3 10/22/12 10/22/12 Newschannel 3 News	5-530pm	:30	NM	1	\$295.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 M 1	<u>Rate</u> \$295.00				
16 3 10/16/12 10/19/12 Newschannel 3 News					
Start Date End Date Weekdays Spots/Week	530-6pm Rate	:30	NM	4	\$1,240.00
Week: 10/15/12 10/21/12 -TwTF 4	\$310.00		i		
17 3 10/22/12 10/22/12 Newschannel 3 News	530-6pm	:30	NM	1	6340.00
Start Date End Date Weekdays Spots/Week		.00	INIVI	l.	\$310.00
Week: 10/22/12 10/28/12 M 1	\$310.00				
18 3 10/16/12 10/19/12 Newschannel 3 News	6-630pm	:30	NM	4	\$1,660.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -TWTF 4					a 1.500 7000.
	\$415.00				
19 3 10/22/12 10/22/12 Newschannel 3 News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	6-630pm	:30	NM	1	\$415.00
Week: 10/22/12 10/28/12 M 1	<u>Rate</u> \$415.00				
20 3 10/16/12 10/19/12 7-730pm	7-730pm	:30	NM	4	<b>#4 040 00</b>
Start Date End Date Weekdays Spots/Week		.50	INIVI	4	\$1,240.00
Week: 10/15/12 10/21/12 -TWTF 4	\$310.00				
21 3 10/22/12 10/22/12 7-730pm	7-730pm	:30	NM	1	\$310.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 M 1	Rate				*
	\$310.00				
22 3 10/16/12 10/19/12 730-8pm Start Date End Date Weekdays Spots/Week	730-8pm	:30	NM	4	\$1,240.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -TWTF 4	<u>Rate</u> \$310.00				
23 3 10/22/12 10/22/12 730-8pm	730-8pm	:30		3	
Start Date End Date Weekdays Spots/Week	Rate	.50	NM	1	\$310.00
Week: 10/22/12 10/28/12 M 1	\$310.00				
24 3 10/20/12 10/20/12 730-8pm	730-8pm	:30	NM	1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12S- 1	Rate				<b>4.00.00</b>
	*****				
25 3 10/22/12 10/22/12 Monday Prime Start Date End Date Weekdays Spots/Week	9-10pm	:30	NM	1	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 M 1	<u>Rate</u> \$1,800.00				
26 3 10/16/12 10/16/12 NCIS	8-9pm	:30	NIX.		00 000 00
Start Date End Date Weekdays Spots/Week	Rate	,00	NM	1	\$2,800.00
Week: 10/15/12 10/21/12 -T 1	\$2,800.00				
27 3 10/17/12 10/17/12 Wednesday Prime	10-11pm	:30	NM	1	\$1,100.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12W 1	Rate				
	\$1,100.00				
28 3 10/21/12 10/21/12 Sunday Prime	7-8pm	:30	NM	1	\$2,355.00

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Contract Agreement Between: WTKR-TV 720 Boush Street Norfolk, VA 23510-1583 (757)446-1000

www.wtkr.com

Print Date 08/08/12

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	Contract / Revision 544281 /	
Contract Dates 10/16/12 - 10/22/12	Product DSCC	Estimate # //1139
Advertiser Democratic Senatoria	1	Original Date / Revision 08/08/12 / 08/08/12

*Line Ch Start Da	ate End Date De	escription	Start/End Time	Days	Spots/ Length Week	Rate Type	<u>To</u> Spots	tals Amount
	End Date Week 10/21/12		<u>Rate</u> \$2,355.00					
	2 10/19/12 Lat <u>End Date Week</u> 10/21/12 -TWT		11-1135p <u>Rate</u> \$450.00		:30	NM	4	\$1,800.00
	2 10/22/12 Lat End Date Week 10/28/12 M		11-1135p <u>Rate</u> \$450.00		:30	NM	1	\$450.00
Time Period	# of Spots	Gross Amount	Net Amount		Totals		81	\$28,800.00
10/01/12 -10/22/12		\$28,800.00	\$24,480.00			**		
Totals	81	\$28,800.00	\$24,480.00					

Signature:	Date:			
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